

## Abstract

A shoe having an outsole with sizing indicators on the bottom of the outsole provides a shoe size indication system and methods useful for quickly and accurately measuring a person's foot to determine a proper shoe size to purchase. A shoe sizing indication system includes a heel placement indicator and shoe size indicator lines placed at distances from the heel placement indicator corresponding to standard shoe sizes. A shoe with shoe size indicators on the outsole allows quick, accurate, and convenient determination of a proper shoe size by customers without additional shoe fitting devices or materials or assistance by retail store personnel.

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